

selecting a media program from a plurality of media on the basis of said subscriber program;

displaying said selected media from said step of selecting a media at said receiver station;

inputting a command at said input device in response to a command communicated in said selected media;

receiving at said receiver station a control signal from an external source;

controlling a presentation of a unit of said selected media at a peripheral device to said computer in response to said control signal from said step of receiving; and

communicating from said receiver station to said transmitter station data that represents a record of said selected media or control signal.

45. (New Claim) The method of claim 44 further comprising the step of:

programming said receiver station to store data designated by a subscriber.

46. (New Claim) A method of delivering informative materials by broadcasting said informative materials on a communication network having a transmitter station and a receiver station, said receiver station having a user input device, a processor and a storage device, said method comprising the steps of:

receiving an input from a user at said user input device;

processing said input from said step of receiving an input at said receiver station to enable said receiver station to receive said informative materials;

receiving said informative materials from said communication network in response to said enabled reception of said informative material in said step of processing; and

displaying said informative material from said step of receiving informative materials at said receiver station.

47. (New Claim) The method of claim 46 comprising the further steps of:

creating a record on said receiver station storage device of the reception of said informative material; and

reporting the record of said reception of said informative material from said step of creating a record from said receiver station to said transmitter station.

48. (New Claim) The method of claim 46 wherein said informative material is a recipe.

49. (New Claim) The method of claim 46 wherein said display of said informative material in said step of displaying is a print out on a printer at said receiver station.

50. (New Claim) A system for the delivery of informative materials in a coordinated broadcast network having a transmitter station and a plurality of receiver stations, each said receiver station having a display, a processor and a storage device, said system comprising the steps of:

receiving at each of said plurality of receiver stations from said communication network said television program from said step of transmitting a television program;

receiving at each of said plurality of receiver stations from said communication network said informative material from said step of transmitting informative materials;

decoding said informative material at each of said plurality of receiver stations;

storing said informative material from said step of decoding said informative material at each said receiver station storage device;

recording the use of said informative material at each of said plurality of receiver stations; and

reporting the record of the use of said informative material from said step of recording from each of said plurality of receiver stations to said transmitter station.

51. (New Claim) The system of claim 50 comprising the further steps of;

buffering said records of the use of said informative material at each of said plurality of receiver stations at said storage device in each of said plurality of receiver stations;

autodialling a modem from each of said plurality of receiver stations to said transmitter station in response to said buffer in said each of said storage device reaching a predetermined amount.

52. (New Claim) The system of claim 50 wherein said coordinated transmission of said informative material is encoded in the vertical blanking interval of said television signal from said step of transmitting a television signal.

53. (New Claim) The system of claim 50 wherein said coordinated transmission of said informative material is encoded on a carrier wave.

54. (New Claim) A method of controlling a remote transmitter station to communicate program material to a remote receiver station and controlling said remote receiver station to communicate a response generated at said remote receiver station to a remote data collection station, said method of controlling comprising the steps of:

- (1) receiving a unit of programming to be transmitted at a remote transmitter station, and said transmitter station transferring said unit of programming to a transmitter;
- (2) receiving one or more instruct signals and a code or datum at said remote transmitter station, said one or more instruct signals operate at the remote receiver station to control a receiver station apparatus and direct said receiver station to communicate code or datum to a remote data collection site, said transmitter station transferring said one or more instruct signal to said transmitter;
- (3) receiving one or more control signals at said remote transmitter station, said control signals control the communication of said unit of programming and said one or more instruct signals between said remote intermediate transmitter station and said remote receiver station; and
- (4) transmitting from said remote transmitter station an information transmission comprising said first unit of programming, said one or more instruct signals and said code or datum in response to said one or more control signals at said remote intermediate transmitter station.

55. (New Claim) The method of claim 54, wherein said one or more control signals comprise a second code or datum which operates at said remote transmitter station to said unit of programming, said method further comprising the step of:

receiving a schedule which operates at said remote transmitter station to identify a specific transmission time for said unit of programming.

56. (New Claim) The method of claim 54, wherein said remote program transmission station transmits said one or more control signals to said receiver station and said code or datum which operates at said remote transmitter station to said unit of programming, said method further comprising the step of:

receiving a schedule which operates at said remote transmitter station to identify a specific transmission time for said unit of programming.

57. (New Claim) The method of claim 54, wherein said remote transmitter station communicates a plurality of units of mass medium programming according to a schedule and a specific one of said one or more control signals is effective at the remote transmitter station to communicate a specific one of said plurality of units of mass medium programming to a plurality of transmitters or to a transmitter a plurality of times.

58. (New Claim) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium program material to one or more receiver stations, with said remote transmitter station including a broadcast or cablecast transmitter for transmitting one or more units of mass medium programming, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a unit of mass medium programming, a mass medium programming receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transmission devices, and with said remote transmitter station adapted to detect the presence of one or

more control signals, to control the communication of specific units of mass medium programming in response to detected specific control signals, and to deliver at its broadcast or cablecast transmitter one or more units of mass medium programming, said method of communicating comprising the steps of:

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- (1) receiving a unit of mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and delivering said unit of mass medium programming to a transmitter, said unit of mass medium programming having an instruct signal which is effective to control a receiver station apparatus and a code or datum to serve as evidence of the passing of said instruct signal to a controllable device or of the functioning of said controllable apparatus in response to said instruct signal;
  - (2) receiving one or more control signals which at the remote intermediate mass medium programming transmitter station operate to control the communication of said unit of mass medium programming; and
  - (3) transmitting said one or more control signals to said transmitter before a specific time.

59. (New Claim) The method of claim 58, wherein said one or more control signals comprise a second code or datum which operates at the remote intermediate mass medium programming transmitter station to identify said unit of mass medium programming, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate mass medium programming transmitter station to communicate said unit of mass medium programming to a transmitter at said specific time.

60. (New Claim) The method of claim 58, wherein said specific time is a scheduled time of transmitting said unit of mass medium programming at said

remote intermediate mass medium programming transmitter station and said one or more control signals are effective at the remote intermediate mass medium programming transmitter station to control one or more of said plurality of selective transmission devices at different times.

61. (New Claim) A method of processing signals at a receiver station having a computer and a output device to deliver at the output device a combined or sequential presentation of a program and a user specific output, with said computer having a storage device for storing user data and said output outputting mass medium programming and other information, said method comprising the steps of:

storing user data of interest;


receiving from a mass medium programming source an information transmission containing mass medium programming;

transferring said mass medium programming to said output device and outputting said mass medium programming;

detecting in said information transmission an instruct signal which is effective to control a receiver station apparatus and a code or datum to serve as evidence of the passing of said instruct signal to a controllable device or of the functioning of said controllable apparatus in response to said instruct signal; and

controlling said computer based on said detected instruct signal, said step of controlling comprising:

- (1) selecting a specific portion of said stored user data of interest;
- (2) communicating said selected specific portion of said stored user data of interest to said output device; and subsequently

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- (3) ceasing to communicate said specific portion to said output device;
  - (4) delivering at said output device the combined or sequential output of said received mass medium programming and said selected specific portion of said stored user data of interest in the period of time between said step of communicating said selected specific portion to said output device and said step of ceasing to communicate said selected specific portion to said output device.

62. (New Claim) The method of claim 61, further comprising any one of the steps of:

programming said receiver station to process viewer data of interest and to respond to one or more instruct signals associated with some mass medium programming;

receiving a command embedded in or associated with a signal that contains some mass medium programming;

storing a locally input command that designates or specifies one of:

- (1) a unit of mass medium programming to be outputted or stored;
- (2) a fashion in which to present some mass medium programming or some computer output; and
- (3) a time in which to output or store some mass medium programming or computer output;



controlling a processor or computer to process a viewer reaction to a unit of programming or an image outputted at said output device, said step of controlling comprising the steps of:

- (1) assembling a record that includes additional data besides said viewer reaction; and
- (2) transmitting said record to a remote data collection station;

controlling a processor or computer to process a viewer reaction to a unit of programming or an image outputted at said output device, said step of controlling comprising the steps of:

- (1) detecting a datum that identifies a unit of programming or an image outputted at said output device; and
- (2) transmitting said datum to a remote data collection station;

controlling a processor or computer to process a viewer reaction to a unit of programming or an image outputted at said output device, said step of controlling comprising the steps of:

- (1) storing a datum that identifies a unit of programming or an image outputted at said output device; and
- (2) passing data of the availability, use or usage of programming or an image to a processor or computer that controls the selection or communication of programming materials for outputting at said receiver station; and

controlling a processor or computer to process a viewer reaction to a unit of programming or an image outputted at said output device, said step of controlling comprising the steps of:

- (1) controlling a receiver to receive or a storage location to communicate a unit of programming associated with said unit of programming or image or in response to said viewer reaction; and
- (2) outputting said communicated unit of programming at an output device of said receiver station.

63. (New Claim) A method for tracking a reception of a control signal and a function of said control signal at a receiver station in a data network, said receiver station having a processor, a storage device, and a plurality of peripheral device interface connections, said method comprising the steps of:

- receiving said control signal at said receiver station;
- detecting said control signal at said receiver station;
- passing said control signal from said processor to at least one peripheral device through said plurality of peripheral device interface connections;
- determining what function said control signal from said step of passing said control signal performed at said at least one peripheral device; and
- recording the function of said control signal from said step of determining what function said control signal performed at said at least one peripheral device on said storage device.

64. (New Claim) The method of claim 63 wherein said function is a printer function.

65. (New Claim) The method of claim 63 wherein said function is a multiple television display function.

66. (New Claim) The method of claim 63 wherein said function is a laser disk player function.

67. (New Claim) The method of claim 63 wherein said function is a video cassette recorder function.

68. (New Claim) The method of claim 63 wherein said function is a television function.

69. (New Claim) The method of claim 63 wherein said function is a radio tuner function.

70. (New Claim) The method of claim 63 wherein said function is a computer function.

71. (New Claim) The method of claim 63 wherein said function is an electro-mechanical control function.

72. (New Claim) The method of claim 63 further comprising the step of:  
recording the passing of said control signal from said step of passing.

73. (New Claim) A method of processing signals at a receiver station having a computer and an output device to deliver at the output device at least one of a combined programming presentation and a sequential programming presentation with a user specific output, said computer having a storage device for storing user data and said output device outputting mass medium programming and other information, said method comprising the steps of:  
storing user data of interest;

receiving mass medium programming from a programming source and outputting the mass medium programming at said output device;

receiving one of a broadcast information transmission and a cablecast information transmission including an instruct signal which is effective to control receiver station apparatus and at least one of a code and a datum to serve as evidence of one of:

- (1) a passing of said instruct signal to controllable apparatus and;
- (2) a functioning of said controllable apparatus in response to said instruct signal;

detecting said instruct signal in said one of said broadcast information transmission and said cablecast information transmission and passing said detected instruct signal to said computer; and

controlling said computer based on said detected instruct signal, said step of controlling including:

- (1) selecting a specific portion of said stored user data of interest;
- (2) communicating said selected specific portion of said stored user data of interest to said output device; and subsequently
- (3) ceasing to communicate said specific portion to said output device;
- (4) delivering at said output device at least one of a combined output and a sequential output of said received mass medium programming with said selected specific portion of said stored user data of interest in the period of time between said step of communicating said selected specific

portion to said output device and said step of ceasing to  
communicate said selected specific portion to said output  
device;

detecting said at least one of said code and said datum evidencing said  
one of:

- (1) said passing of said instruct signal to said controllable  
apparatus and;
- (2) said functioning of said controllable apparatus in response  
to said instruct signal;

storing said at least one of said code and said datum.

74. (New Claim) The method of claim 73, wherein said mass medium  
programming one of:

- (1) supplements a television program; and
- (2) completes a television program, and

wherein a user places an order in response to an offer communicated in said  
television program.

75. (New Claim) The method of claim 73, further comprising the step  
of:

programming said receiver station to process viewer data of interest and  
to respond to at least one instruct signal associated with some mass medium  
programming.

76. (New Claim) The method of claim 73 further comprising the step  
of:

receiving a command one of embedded in and associated with a signal that contains a portion of mass medium programming.

77. (New Claim) The method of claim 73 further comprising the step of:

storing a locally input command that one of designates and specifies one of:

- (1) mass medium programming to be one of outputted and stored;
- (2) a fashion in which to present one of a portion of said mass medium programming and a portion of computer output.
- (3) a time in which to one of output and store one of a portion of said mass medium programming and a portion of computer output.

78. (New Claim) The method of claim 73 further comprising the step of:

controlling one of a processor and a computer to process a viewer reaction to one of mass medium programming and an image outputted at said output device, said step of controlling including:

- (1) assembling a record that includes additional data besides said viewer reaction; and
- (2) transmitting said record to a remote data collection station.

79. (New Claim) The method of claim 73 further comprising the step of:

controlling one of a processor and a computer to process a viewer reaction to one of mass medium programming and an image outputted at said output device, said step of controlling including:

- (1) detecting a datum that identifies one of said mass medium programming and said image outputted at said output device; and
- (2) transmitting said datum to a remote data collection station.

80. (New Claim) The method of claim 73 further comprising the step of:

controlling one of a processor and a computer to process a viewer reaction to one of mass medium programming and an image outputted at said output device, said step of controlling including:

- (1) storing a datum that identifies one of said mass medium programming and said image outputted at said output device; and
- (2) passing data of one of the availability, use, and usage of said one of said mass medium programming and said outputted image to one of said processor and said computer that controls one of the selection and communication of mass medium programming for output at said receiver station.

81. (New Claim) The method of claim 73 further comprising the step of:

controlling one of a processor and a computer to process a viewer reaction to one of mass medium programming and an image outputted at said output device, said step of controlling including:

- (1) controlling one of a receiver to receive and a storage location to communicate a first mass medium programming associated with one of said mass medium programming and said outputted image in response to said viewer reaction; and
- (2) outputting said communicated first mass medium programming at said output device at said receiver station.

82. (New Claim) The method of claim 73, wherein said at least one of said code and said datum serves as evidence of both:

- (1) the passing of said instruct signal to said controllable apparatus; and
- (2) the functioning of said controllable apparatus in response to said instruct signal.

83. (New Claim) A method of communicating mass medium programming to at least one receiver station each of which includes one of a broadcast programming receiver and a cablecast programming receiver, an output device, a control signal detector, a processor operably connected to said output device, and with each said receiver station adapted to detect and respond to at least one instruct signal, said method of communicating comprising the steps of:

- (1) receiving the mass medium programming to be transmitted at a transmitter station and delivering said mass medium programming to at least one transmitter;
- (2) receiving said at least one instruct signal at said transmitter station, said at least one instruct signal at the receiver station operating to control a



receiver station apparatus and store at least one of a code and a datum to serve as evidence of one of:

- (a) a passing of said at least one instruct signal to controllable apparatus; and
- (b) a functioning of said controllable apparatus in response to said at least one instruct signal;
- (3) transferring said at least one instruct signal and said at least one of said code and said datum to said at least one transmitter; and
- (4) transmitting from said transmitter station at least one information transmission including said mass medium programming, said at least one instruct signal, and said at least one of said code and said datum.

84. (New Claim) The method of claim 83, wherein said step of transmitting directs one of a broadcast transmission and a cablecast transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations one of receives and responds to said at least one instruct signal concurrently.

85. (New Claim) The method of claim 83, wherein said step of transmitting directs said one of said broadcast transmission and said cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said at least one instruct signal at a different time.

86. (New Claim) The method of claim 83, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to said at least one transmitter, said method further comprising one of the steps of:

detecting a first instruct signal which is effective at the transmitter station to instruct communication;

determining a specific program input source from which to communicate a second instruct signal to said at least one transmitter;

controlling said switch to communicate said second instruct signal to said at least one transmitter in response to said first instruct signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate a third instruct signal from a selected program input receiver; and

controlling said switch to communicate mass medium programming to said one of said memory and said recorder.

87. (New Claim) The method of claim 83, wherein a controller controls a switch to communicate to said at least one transmitter one of selected mass medium programming and said at least one instruct signal, further comprising one of the steps of:

detecting a first instruct signal which is effective at the transmitter station to instruct transmission;

inputting to said controller a second instruct signal which is effective to control said switch;

controlling said switch to one of communicate at least one mass medium programming presentation and said at least one instruct signal according to a transmission schedule;

controlling said switch to communicate said at least one mass medium programming presentation from a specific one of a plurality of program input receivers; and

controlling said switch to communicate one of said at least one mass

medium programming presentation and said at least one instruct signal to a selected one of a plurality of transmitters.

88. (New Claim) The method of claim 83, further comprising one of the steps of:

transmitting to said at least one receiver station at least one datum that one of designates one of a time and a channel of transmission of said mass medium programming and specifies one of the title of and the subject matter contained in said mass medium program;

transmitting to said at least one receiver station a first instruct signal to cause said receiver station to tune to a specific one of a broadcast transmission and a cablecast transmission; and

causing at least one of said at least one receiver station to cease combining a receiver specific datum with said mass medium programming at a specific time.

89. (New Claim) The method of claim 83, wherein said at least one of said code and said datum serves as evidence of both:

- (1) the passing of said at least one instruct signal to said controllable apparatus; and
- (2) the functioning of said controllable apparatus in response to said at least one instruct signal.

90. (New Claim) A method of controlling a remote transmitter station to deliver a receiver specific output to a receiver station and controlling said receiver station to communicate at least one receiver specific datum to a remote data collection station, with said receiver station being remote from said remote data collection station comprising the steps of:

(1) receiving at the remote transmitter station at least one instruct signal which operates at the receiver station to perform one of the functions of assembling and communicating receiver specific data to a remote data collection station;

(2) receiving a control signal which operates at the remote transmitter station to control the communication of at least one instruct signal, and communicating said control signal to said remote transmitter station;

(3) monitoring a use of at least one of said control signal and a resource which responds to said control signal;

(4) storing a record of the use of at least one of said control signal and a resource which responds to said control signal from said step of monitoring;

(5) receiving one of a code and a datum designating a specific instruct signal to be transmitted by the remote transmitter station, and said remote transmitter station transferring said designated specific instruct signal to a transmitter; and

(6) transmitting from said remote transmitter station an information transmission comprising at least one designated instruct signal, said at least one designated instruct signal being transmitted at at least one specific time and on at least one specific channel in accordance with said control signal.

91. (New Claim) The method of claim 90, wherein at least one receiver specific data evidence one of the availability and use of information, and a receiver specific response to said at least one designated instruct signal.

92. (New Claim) The method of claim 90, wherein said at least one designated instruct signal comprises downloadable code.

93. (New Claim) A method for promoting and delivering at least one of a product, service, and a media output for use with an interactive television viewing apparatus comprising the steps of:

displaying a television program that demonstrates at least one of a product, a service, and a media output, said interactive television viewing apparatus having an input device to receive input from a viewer;

prompting said viewer during said television program whether said viewer wants at least one of said product, service, and said media output demonstrated in said step of displaying, said interactive television viewing apparatus having an output device for outputting at least one of said product, service, and said media output;

receiving a reply from said viewer at said input device in response to said step of prompting said viewer, said interactive television viewing apparatus having a processor for processing said viewer reply to perform at least one of the functions of obtaining and enabling instructions which perform at least one of the functions of generating and controlling output of at least one of said product, service, and said media output in response to said instructions;

delivering said instructions at said interactive television viewing apparatus in response to said step of receiving a reply, said instructions controlling said interactive television viewing apparatus in performing a technique for delivering at least one of said product, service, and said media output;

processing said instructions from said step of delivering;

performing said technique at said interactive television viewing apparatus, said processor delivering at least one of said product, service, and said media output on the basis of said instructions;

monitoring at use of at least one of said instructions and a resource which  
outputs at least a portion of said product, service, and said media; and  
storing a record of said use of said at least one of said instructions and  
said resource from said step of monitoring.

94. (New Claim) The method of claim 93, wherein at least one of said  
instructions is embedded in the non-visible portion of a television signal.

95. (New Claim) The method of claim 93, wherein information  
evidencing one of said technique, and the availability and use of said television  
program, is one of stored and communicated to a remote data collection station,  
said method further comprising the step of selecting evidence information that  
one of identifies and designates at least one:

- (1) mass medium program;
- (2) use of programming;
- (3) transmission station;
- (4) receiver station;
- (5) network;
- (6) broadcast station;
- (7) channel on a cable system;
- (8) time of transmission;
- (9) unique identifier datum;
- (10) supplier of data;
- (11) publication, article, publisher, distributor, or advertisement; and
- (12) indication of copyright.

96. (New Claim) The method of claim 93, wherein said instructions  
incorporate downloadable code, said method further comprising the steps of

communicating said downloadable code to said processor, which on the basis of said downloadable code, performs the step of:

receiving a signal containing said television program or said instructions.

97. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

embedding one of a code and a datum in said television program that enables said interactive television viewing apparatus to perform one of the functions of locating some downloadable code and controlling a presentation of at least one of said product, service, and said media output in accordance with said instructions.

98. (New Claim) The method of claim 93, comprising the step of: programming said interactive television viewing apparatus to query a remote data source at a particular time.

99. (New Claim) The method of claim 93, further comprising the steps of:

storing a subscriber instruction to receive at least one of a specific mass medium program, datum, news item, and a computer control instruction; and

receiving at least one of a specific mass medium program, datum, news item, and a computer control instruction in accordance with said instruction.

100. (New Claim) The method of claim 93, further comprising the steps of:

programming said processor to respond to information communicated from one of data and a programming source;  
receiving an information transmission from one of a local storage device and a remote television programming source;  
inputting at least some of said received information transmission to a control signal detector;  
detecting one of data and an instruct signal in said information transmission; and  
passing one of said detected data and said instruct signal to said processor.

101. (New Claim) The method of claim 93, further comprising the steps of:

storing a subscriber instruction to perform one of the functions of processing and presenting at least one of a mass medium program, datum, news item, and a computer control instruction; and  
performing one of the functions of processing and presenting at least one specific mass medium program, datum, news item, or computer control instruction in accordance with said instruction.

102. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus has a plurality of output devices and at least one of said product, service, and media output is delivered at a specific at least one of said plurality of output devices, said method further comprising the steps of:  
controlling a selective transmission device to communicate one of data and instructions in respect of at least one of said product, service, and media output to said specific at least one of said plurality of output devices; and



actuating an output device that outputs at least one of video, audio, and a physical product to output some portion of said product, service, or media output on the basis of said communicated some data or instructions in respect of said product, service, or media output.

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103. (New Claim) The method of claim 93, wherein at least one of said instructions is delivered in a multichannel signal transmitted by one of a remote cable television and a satellite television transmitter station, said method further comprising the step of:

tuning a converter to receive at least one of said instructions.

104. (New Claim) The method of claim 93, further comprising the steps of:

receiving at least one datum that designate one of one of a time and a channel of transmission of one of said television program and said instructions and that specify one of the title of and some subject matter contained in one of said television program and said instructions; and subsequently

receiving one of said television program and said instructions on the basis of said at least one datum.

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105. (New Claim) The method of claim 93, wherein said instructions incorporate downloadable code, said method further comprising the steps of communicating said downloadable code to said processor, which on the basis of said downloadable code, performs the step of:

actuating at least one of a video, audio, and print output device, as appropriate, to output at least one of said product, service, and said media output.

106. (New Claim) The method of claim 93, wherein said instructions incorporate downloadable code, said method further comprising the steps of communicating said downloadable code to said processor, which on the basis of said downloadable code, performs the step of:

decrypting at least a portion of said television program or said instructions.

107. (New Claim) The method of claim 93, wherein said instructions incorporate downloadable code, said method further comprising the steps of communicating said downloadable code to said processor, which on the basis of said downloadable code, performs the step of:

controlling a selective transmission device to communicate at least some of said product, service, or media output to an output device.

108. (New Claim) The method of claim 93, wherein said instructions incorporate downloadable code, said method further comprising the steps of communicating said downloadable code to said processor, which on the basis of said downloadable code, performs the step of:

generating a receiver specific datum to present with received programming.

109. (New Claim) The method of claim 93, wherein said instructions incorporate downloadable code, said method further comprising the steps of communicating said downloadable code to said processor, which on the basis of said downloadable code, performs the step of:

delivering a receiver specific datum at said interactive television viewing apparatus simultaneously or sequentially with said television program or said product, service, or media output.

110. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

communicating a program unit identification code to said storage device and storing said program unit identification code at a storage location associated with said television program.

111. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

communicating to and storing at said storage device some information to evidence one of one of an availability and use of said television program, said instructions, and some downloadable code.

112. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device an instruct signal which is effective to generate some output to be associated with at least one of said product, service, and said media output.

113. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device an instruct signal which is effective to display one of a combined and a sequential presentation of a mass medium program, and a user specific datum.

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114. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device an instruct signal which is effective to process a user reaction to one of said television program and at least one of said product, service, and said media output.

115. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device an instruct signal which is effective to perform one of the functions of communicating to a remote station a query in respect of information to be associated with said television program, and enabling display of at least one of said product, service, and said media output.

116. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device an instruct signal which is effective to control a user station to receive information to supplement said television program.

117. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device an instruct signal which is effective to process a digital television signal.

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118. (New Claim) The method of claim 93, wherein said interactive television viewing apparatus includes a storage device, said method further comprising the step of:

storing at said storage device one of a code and a datum to serve as a basis for enabling an output device to display at least some of at least one of said product, service, and said media output or for enabling said interactive television viewing apparatus to process some downloadable code.

119. (New Claim) The method of claim 93, comprising the step of: delivering at said interactive television viewing apparatus processed information of a stored datum one of simultaneously and sequentially with one of said television program and at least one of said product, service, and said media output.

120. (New Claim) The method of claim 93, comprising the step of: storing said viewer reply for subsequent processing in response to at least one of said instructions.

121. (New Claim) The method of claim 93, comprising the step of: assembling and communicating to a remote site data evidencing said viewer reply.

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122. (New Claim) A method of gathering information on the use of at least one of a resource and a control signal at a receiver station, said receiver station having a processor and a controlled device, said receiver station transferring said gathered information to a remote station, said method comprising the steps of:

(1) identifying at least one of a resource and a control signal;

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- (2) monitoring at least one of said resource and said control signal;
- (3) storing a record of the use of at least one of said resource and said control signal from said step of monitoring; and
- (4) communicating information evidencing said use of at least one of said resource and said control signal from said step of storing a record from said receiver station to a remote station.

123. (New Claim) The method of claim 122, wherein at least one of said resource and said control signal is one of a broadcast and a cablecast television signal, said method further comprising the steps of:

selecting information designating programming contained in one of said broadcast and said cablecast television signal; and

communicating said selected information from said step of selecting to said remote station.

124. (New Claim) The method of claim 122, wherein at least one of said resource and said control signal is one of a broadcast and a cablecast data signal, said method further comprising the steps of:

selecting information designating a function performed in respect of at least one of said resource and said control signal; and

communicating said selected information from said step of selecting to said remote station.

125. (New Claim) The method of claim 122, further comprising the step: processing information designating a source of at least one of said resource said control signal; and

communicating said source information from said step of processing to said remote station.

126. (New Claim) The method of claim 122, further comprising the step:  
processing information designating a time in respect of at least one of said  
resource and said control signal; and

communicating said time information from said step of processing to said  
remote station.

127. (New Claim) The method of claim 122, wherein said identified at  
least one of said resource and said control signal is a resource which performs  
one of the functions of communicating and responding to a plurality of control  
signals, said method further comprising the steps of:

selecting information designating at least one of said plurality of control  
signals; and

communicating said selected information from said step of selecting to  
said remote station.

128. (New Claim) The method of claim 122, wherein said identified at  
least one of said resource and said control signal is a control signal which  
performs one of the functions of processing and communicating a plurality of  
resources, said method further comprising the steps of:

selecting information designating at least one of said plurality of  
resources; and

communicating said selected information from said step of selecting to  
said remote station.

129. (New Claim) The method of claim 122, wherein said identified at  
least one of said resource and said control signal is a signal which is  
communicated to a plurality of devices, said method further comprising the  
steps of:

selecting information designating at least one of said plurality of devices;  
and  
communicating said selected information from said step of selecting to  
said remote station.

130. (New Claim) The method of claim 122, wherein the stored evidence  
information performs one of the functions of identifying and designating at least  
one of:

- (1) a mass medium program;
- (2) a proper use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) a source or supplier of data;
- (11) at least one of a publication, article, publisher, distributor, and an  
advertisement; and
- (12) an indication of copyright.

131. (New Claim) The method of claim 122, wherein at least one of said  
resource and said control signal is received from a local source, said method  
further comprising the step of:

storing one of a code and a datum which is operative to identify one of  
said resource and said control signal.--